

OPINION

by Dr. James Borislavov Jolovski, Associate Professor at the University of Insurance and Finance, "Budgetary Management and Innovative Budgeting Methodologies"

of the materials submitted for participation in a competition
for the academic position of ' **associate professor**'
of the University of Insurance and Finance

by field of higher education 3. Social, economic and legal sciences

professional field 3.8. *Economy*

scientific specialty Marketing (Strategic Marketing and Innovation in Marketing)

In the competition for 'associate professor', announced in the State Gazette, issue 5 of 17.01.2025 and on the website of the University of Insurance and Finance, Dr. Ivaylo Iliev participated as the only candidate.

1. General presentation of the procedure and the candidate

By order No. 152 of 13.05.2025 of the Rector of the University of Insurance and Finance, I have been appointed as a member of the scientific jury of a competition for the academic position of Associate Professor at the University of Finance and Insurance in the field of higher education 3. Social, economic and legal sciences, professional field 3.8. Economics, scientific specialty Marketing (Strategic Marketing and Innovations in Marketing). The only candidate who submitted documents for participation in the announced competition is Dr. Ivaylo Iliev.

The set of materials presented by Dr. Ivaylo Iliev is in accordance with the Regulations for the Development of the Academic Staff of UFI and includes the following documents:

- Curriculum Vitae (CV);
- Diploma for the educational and scientific degree "doctor";
- List of publications and full texts of major scientific works;
- Reference to scientific contributions;
- Reference for scientometric indicators;
- Reference for citations;
- Habilitation thesis ;
- Full text of all publications – 16 publications.
- Summaries of publications in Bulgarian and English
- Official note about academic workload

The set of documents is extremely well organized, allowing for easy, accurate and thorough verification of all applications. They fully comply with the requirements of the LDASRB, the regulations for its implementation and the internal rules of the UFI.

2. General characteristics of the candidate's activities

The attached CV shows that Dr. Iliev will begin his teaching career in 2023. He received his PhD in 2020. In the meantime, he has also held numerous positions in the private sector in companies with different profiles. His experience also includes management-level positions as a (co-)owner and manager of his own businesses.

I have known the candidate for almost 15 years, having had the opportunity to work with him on various projects and initiatives of Junior Achievement Bulgaria and the alumni club of graduates of their programs. We have not carried out joint publications or research and I have no direct impressions of his teaching activities, but I believe that Dr. Ivaylo Iliev is an ambitious, purposeful, dedicated and consistent professional.

Ivaylo Iliev teaches a wide range of courses at the UNWE and UFI: strategic and digital marketing, budget policy, public finance and welfare economics . While his professional experience emphasizes activities in the field of marketing to a higher degree, his education (bachelor's, master's and doctoral degrees) are focused on the field of finance and its management in the public sector.

The candidate Dr. Ivaylo Iliev has submitted a total of 16 scientific papers for participation in the competition, of which 1 study, 1 monograph, 1 book based on a dissertation and 13 articles and reports. In terms of scientific production, the candidate exceeds the requirements of the PPZRASRB, namely - 50 points from a dissertation for acquiring the ONS "doctor", 100 points for a habilitation thesis, and 250 points for other publications. In terms of citations (group D) Dr. Iliev also exceeds the minimum requirements with 65 points reported against the required 50.

The main habilitation thesis is entitled "Strategic Marketing in the Conditions of Digitalization" . It has a total volume of 164 pages. It contains an introduction, three chapters, a conclusion, a list of figures and tables and a bibliography with a total of 126 sources. However, only 6 of them are in Bulgarian. The methodological framework is well formulated in the work. The research tools used contribute to the implementation of the defined tasks and the achievement of the set goals. Overall, the study meets the requirements for a habilitation thesis. It contains scientific and applied contributions, of which the author has formulated 9 contributions. I believe that they can be somewhat consolidated, so as to emphasize the most essential ones.

Ivaylo Iliev has attached a reference with a total of 75 contributions. I believe that the candidate was too exhaustive here, as usually in a report or study one finds one or two more significant contributions.

Some individual views of the author, shared in his scientific production, do not fully correspond to my personal understandings. However, they are sufficiently substantiated in the relevant publications. For this reason, I could not accept that this circumstance has any bearing on the merits of the candidate's research activity.

In summary, I accept that Assoc. Prof. Dr. Ivaylo Iliev fully meets all qualitative and quantitative requirements established in the applicable regulations. He has made significant contributions of a scientific and applied nature and is recognizable in scientific circles. I have not established plagiarism according to the statutory procedure.

3. Critical remarks and recommendations

I have no critical remarks, other than the above. I would recommend that Dr. Iliev participate in more international events and publish in co-authorship.

I also recommend that Dr. Iliev focus his research activities in specific areas, as his scientific interests are currently very diverse.

CONCLUSION

The documents and materials presented by Dr. Ivaylo Iliev meet the requirements of the LDASRB, the Regulations for its implementation and the relevant Regulations of the University of finance and insurance, Sofia.

The candidate in the competition has presented a significant number of scientific works. His works contain original scientific and applied contributions that have received recognition. A representative part of them have been published in journals and scientific collections. His theoretical developments have practical applicability, and some of them are directly oriented towards academic work. The scientific and teaching qualifications of Dr. Ivaylo Iliev are undoubted.

The results achieved by Dr. Ivaylo Iliev in his lecturing and research activities fully comply with the Regulations of UFI on the Implementation of the LDASRB.

After reviewing the materials and scientific papers presented in the competition, analyzing their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to give my positive assessment and to recommend to the Scientific Jury to prepare a

report-proposal to the Academic Council for the election of Dr. Ivaylo Iliev to the academic position of "associate professor" at the University of Sofia in the professional field 3.8 Economics.

16.06.2025

Prepared the opinion :

Assoc. Prof. Dr. James Jolovski